

Please replace current claim 36 with the following:

36. (Amended) The system of claim 35, wherein:
the device is a hand-held remote-control unit; and
the descriptive information is entered using an on-screen programming technique.

Please replace current claim 39 with the following:

39. (Amended) The system of claim 35, wherein the descriptive information is transmitted
continuously with the TV program.

Please replace current claim 40 with the following:

40. (Amended) The system of claim 35, wherein the descriptive information is transmitted at
the initiation of the TV program.